

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application;

--1. (Currently Amended) A display apparatus, comprising:
display means including a display screen;

image signal generating means for generating an image signal corresponding to a no-picture region of a display region displayed on the display screen ~~of the display means~~, the no-picture region being a remaining portion of the display region in which a picture ~~region~~ screen is excluded, the picture region ~~being displayed on a basis of~~ an input image signal;

~~compositing~~ composing means for generating a composite image signal in which an image signal for the no-picture region is ~~composited~~ combined with the input image signal;

display brightness level setting means for setting a display brightness level based on ~~a basis of~~ an average brightness level of the composite image signal from the ~~compositing~~ means;

display drive means for driving the display means ~~so as to obtain~~ a brightness in accordance with the display brightness level set by said display brightness level setting means;

average brightness level detecting means for detecting ~~[[the]]~~ an average brightness level of the input image signal;
and

no-picture brightness level setting means for setting a

brightness level of the image signal for the no-picture region ~~in a basis of~~ based on the average brightness level detected by the average brightness level detecting means, ~~in such a way that~~ whereby a display brightness level at which a visual brightness of the no-picture region is substantially constant is set by the display brightness level setting means.

--2. (Currently Amended) The display apparatus according to claim 1, wherein:

the display brightness level setting means sets the display brightness level higher in a case that the average brightness level of the composite image signal is lower, and sets the display brightness level lower in a case that the average brightness level of the composite image signal is higher ~~even if~~ and also when the brightness levels in [[the]] both cases are equal.

--3. (Currently Amended) The display apparatus according to claim 1,

wherein the display screen ~~is a display screen with~~ has an aspect ratio ~~being~~ elongated in a lateral direction as compared with a ~~standard~~ 4:3 aspect ratio,

the picture region ~~is a picture having~~ has the ~~standard~~ 4:3 aspect ratio ~~that~~ and is placed at a center in the lateral direction of the display screen having the laterally elongated

aspect ratio, and

the no-picture region is formed in both of right and left sides of the picture region.

--4. (Original) The display apparatus according to claim 1,

wherein, on the display screen, pixels are formed from respective display cells of three primary colors, and a grayscale representation is performed by controlling a light emission period of the display cell for each of a plurality of sub-fields, the sub-field being formed by dividing one field, the input image signal includes image signals of three primary colors respectively corresponding to the display cells of three primary colors, and each of the image signals of three primary colors is averaged for each pixel and supplied to the average brightness level detecting means.

--5. (Currently Amended) A method of displaying a picture, comprising:

a displaying step producing a display on a display screen;

a generating step for generating an image signal corresponding to a no-picture region of a display region displayed on the display screen ~~[[of]]~~ used in the display displaying step, the no-picture region being a remaining

portion of the display region in which a picture region is excluded, the picture region ~~being displayed on a basis of displaying~~ an input image signal;

a ~~compositing~~ composing step for generating a composite image signal in which an image signal for the no-picture region is ~~composited~~ combined with the input image signal;

a setting step for setting a display brightness level based on a ~~basis of~~ an average brightness level of the composite image signal;

an average brightness level detecting step for detecting an average brightness level of the input image signal; and

a no-picture brightness level setting step for setting a brightness level of the image signal for the no-picture region ~~in a basis of~~ based on the average brightness level detected ~~[[by]]~~ in the average brightness level detecting step, ~~in such a way that~~ whereby a display brightness level at which a visual brightness of the no-picture region is substantially constant is set ~~[[by]]~~ in the display brightness level setting step.

--6. (Currently Amended) The method of displaying a picture according to claim 5,

the display brightness level setting step sets the display brightness level higher in a case that the average brightness level of the composite image signal is lower, and sets the display brightness level lower in a case that the average

brightness level of the composite image signal is higher even if and also when the brightness levels in ~~[[the]]~~ both cases are equal.

--7. (Original) The method of displaying a picture according to claim 5,

wherein the input image signal includes image signals of three primary colors respectively corresponding to the display cells of three primary colors, and

the average brightness level is detected on a basis of each of image signals of three primary colors, which is averaged for each pixel in the average brightness level detecting step.

--8. (Currently Amended) A display apparatus, comprising:
a display including a display screen;

an image signal generating section for generating an image signal corresponding to a no-picture region of a display region ~~displayed~~ on the display screen of the display, the no-picture region being a remaining portion of the display ~~region~~ screen in which a picture region is excluded, the picture region being ~~displayed on a basis of displaying~~ an input image signal;

a ~~compositing~~ composing section for generating a composite image signal in which an image signal for the no-picture region is ~~composited~~ combined with the input image signal;

a display brightness level setting section for setting a display brightness level based on ~~a basis of~~ an average brightness level of the composite image signal from the ~~compositin~~ composing section;

a display driver for driving the display ~~so as to obtain~~ a brightness in accordance with the display brightness level set by said display brightness level setting section;

an average brightness level detecting section for detecting ~~[[the]]~~ an average brightness level of the input image signal; and

a no-picture brightness level setting section for setting a brightness level of the image signal for the no-picture region ~~in a basis of~~ based on the average brightness level detected by the average brightness level detecting section, ~~in such a way that~~ whereby a display brightness level at which a visual brightness of the no-picture region is substantially constant is set by the display brightness level setting section.